Print ad instructions

Use these print ad files to create your own ads to maintain awareness for your business during construction and let your customers know about special construction promotions.

Required software: Microsoft Word 2003 or later

How to use these templates

Drop the JPG file (or files) for the ad you'd like to use into a Word document or design program (such as InDesign) and insert a text box or other image (see example) beneath each image to customize your ad's text. Use the JPG examples as guidelines to see how these ads need to be laid out.

For the most part, you will need to submit your customized ad as a PDF. If you don't have Adobe Acrobat Writer software, you can use an open-source program to create a PDF, such as Cute PDF Writer (go to http://www.cutepdf.com and select the "Cute PDF Writer" under the Products menu).

The default sizing for each of the templated ads is as follows:

"Miss you" coupon ad: 4.93" x 10". Spacing between the top headline and the US 41 logo should be 3.5".
"Open to detours" ad: 4.93" x 5". Spacing between the top headline and the US 41 logo should be 2.6".
"We're a US 41 business" ad: 4.93" x 10". Spacing between the top headline and the US 41 logo should be 6.25".

These ads can be resized to fit smaller or larger spaces, if you prefer. Work with your local newspaper representative to get the exact size. As a rule, however, the size of the top and bottom images should be the same.

Banner ad instructions

Use these files to create banner ads that link to your company's Web site. Work with your Web developer and/or graphic designer to customize these banner ad templates and add the name of your business. (In the case of the "Some detours are totally worth it" ad, all you will need to do is have the ad link to your Web site. No customization is required.)

Required software: Photoshop or an open-source software program such as Gimp (http://www.gimp.org)

The size for each of the banner ads is as follows:

"Some detours are totally worth it" ad: 300 pixels by 200 pixels
"US 41 is good for business" ad: 300 pixels by 200 pixels

In-store sign instructions

These in-store sign templates are a great way to promote construction-related specials to the customers in your store. All of these signs are designed to fit 8.5" x 11" paper—no document resizing needed. Simply drop in the JPG files at the top and bottom of the page and then enter your text into a text box inserted between the two images. Use the JPG examples as guidelines for how to lay out your signs.

Supplier letter instructions

Copy and paste this letter into a new Word document to print out on your company letterhead. The Word document provided is currently on US 41 Project letterhead. Use this as a guideline for how the final product should look on your letterhead. Use Google Maps to create a customized map with alternate routes to your business and include it with the letter.

Radio ad instructions

Use this audio file to customize your own radio ad to air during construction and bring customers into your store. Work with a local recording studio or radio station to create a business tag, using local talent to read your custom copy, promoting your business or any construction-related specials you're running.